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CHIEF INFORMATION OFFICER

## COUNTY OF LOS ANGELES

### CHIEF INFORMATION OFFICE

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April 5, 2005

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, CA 90012

Dear Supervisors:

### **AUTHORIZATION TO USE INFORMATION TECHNOLOGY FUNDS (ITF) TO SUPPORT VARIOUS DEPARTMENTAL INFORMATION TECHNOLOGY PROJECTS (3 VOTES)**

#### **IT IS RECOMMENDED THAT YOUR BOARD:**

1. Approve and authorize the use of \$137,947 from the Information Technology Fund to support the Arts Commission's project – *Ford Theatres Ticketing and Customer Relationship Management System*.
2. Approve and authorize the use of \$350,000 from the Information Technology Fund to support the Department of Auditor-Controller's project – *Shared Services Initiative*.
3. Approve and authorize the use of \$270,000 from the Information Technology Fund to support the Chief Information Office's project – *Countywide Anti-Spam Software Acquisition*.
4. Approve and authorize the use of \$170,000 from the Information Technology Fund to support the Department of Coroner's project – *Content Management Project*.

#### **PURPOSE OF RECOMMENDED ACTION**

In their February 28, 2005 meeting, the ITF Executive Committee voted to recommend support of four project proposal awards from the Information Technology Fund (ITF).

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Your Board's approval of the recommended actions will provide funds in a total amount of \$927,947 to support these projects.

### **Implementation of Strategic Plan Goals**

The Arts Commission's Ford Theatres Ticketing and Customer Relationship Management System proposal is consistent with the County's Strategic Plan in supporting Goal 1 – Service Excellence, and Goal 3 – Organizational Effectiveness.

The Department of Auditor-Controller's Shared Services Initiative proposal is consistent with the County's Strategic Plan in supporting Goal 3 – Organizational Effectiveness and Goal 4 – Fiscal Responsibility.

The Chief Information Office's Countywide Anti-Spam Software Acquisition proposal is consistent with the County's Strategic Plan in supporting Goal 1 – Service Excellence, Goal 2 – Workforce Excellence and Goal 3 – Organizational Effectiveness.

The Department of Coroner's Content Management proposal is consistent with the County's Strategic Plan in supporting Goal 1 – Service Excellence and Goal 3 – Organizational Effectiveness.

### **JUSTIFICATION**

On February 28, 2005, the ITF Executive Committee voted to recommend Board approval of these departmental technology projects described below:

#### **Ford Theatres Ticketing and Customer Relationship Management System**

Ford Theatres' current ticketing and patron information system is supported by Tickets.com. Tickets.com has no intention of developing it further and has, in fact, introduced other competing products anticipating eventual replacement of the system. The new system would improve and increase the efficiency of Ford Theatres' box office operation, on-line ticketing through the internet, and servicing capabilities.

The recommended action provides funding in the amount of \$137,947 to fund Arts Commission's project in entering a licensing and service agreement for an improved patron-centered ticketing system with an integrated customer relationship management system, as well as to purchase additional equipment needed for the system.

### Shared Services Initiative

The Shared Services Initiative is an innovative concept for the County and will provide economies of scale and improved skill to the County's financial operations during the first phase of its implementation. These benefits will also apply as the initiative expands to the financial operations of other departments in the coming years. It involves the consolidation and redesign of distributed business processes into a major service center. This project targets 18 small-to-medium-size County departments as clients, and the Department of Auditor-Controller will be the financial services provider.

The recommended action provides funding in the amount of \$350,000 from the ITF to be combined with \$342,500 from the Quality and Productivity Commission (QPC). The QPC funds will provide Department of Auditor-Controller's Shared Services Initiative with startup costs associated with the modular cubicles and furniture for new service center. The ITF funds will be used to acquire the computers, printers and other technology to support the consolidated fiscal operations.

### Countywide Anti-Spam Software Acquisition

E-mail spam has become a significant and growing problem in the County. Unprotected systems have been inundated with unsolicited and unwanted messages (spam) that in many cases outnumber legitimate messages. After a thorough technology review by a Security Engineering Team (SET), and validation by the Countywide Information Security Steering Committee (ISSC), Symantec's Brightmail software was identified as the selected and recommended solution for anti-spam. The SET and the ISSC confirmed that Symantec's Brightmail product is currently used to protect more than 16,000 email users within the Department of Public Works, Department of Health Services and the Board of Supervisors. Each of the organizations reported a high degree of satisfaction with the product's effectiveness. The ISSC recommends that Symantec's Brightmail be installed in all departments that have not already implemented a current anti-spam solution.

The recommended action provides funding in the amount of \$270,000 to implement the Countywide Anti-Spam Software Acquisition. This proposal plans for the acquisition of 40,000 licenses of Brightmail anti-spam software to support County departments that do not currently have an implemented anti-spam solution, and will also acquire a 3-year license agreement through March 2008 at a cost per license of \$2.25 per user, per year. Ongoing renewal of the software licenses after the initial three-years will be the responsibility of the respective departments.

### Coroner Content Management Project

The Department of Coroner focuses on ways to achieve increased operational efficiency by addressing the need to integrated multi-media objects to the decedent case management workflow process.

The recommended action provides funding in the amount of \$170,000 to expand the functionality of the Coroner Medical Examiner (CME) System by integrating multi-media objects and documents to facilitate efficient retrieval and storage, improving the decedent case management workflow process for the department.

### **FISCAL IMPACT/FINANCING**

Following approval by your Board, \$927,947 will be awarded from the ITF to support these projects. Maintenance cost for these projects are the responsibility of the individual departments. These recommended actions will not require additional net County cost.

There are no other fiscal impacts.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

There are no legal requirements or prohibitions related to this recommended action.

### **IMPACT OF CURRENT SERVICES**

#### Ford Theatres Ticketing and Customer Relationship Management System

The system will improve services for the growing number of County residents attending events at the Ford Theatres while also increasing the overall efficiency and effectiveness of the Ford Theatres' operations and marketing efforts. Specific project benefits include:

- Improved on-line discounting and promotions
- In-house control of what is on sale
- Customer relationship management
- Improved branding
- Improved access to and quality of customer information throughout the organization
- Leverage the learning curve of others

### Shared Services Initiative

The project will standardize procurement processes and procedures while ensuring the ongoing development and availability of well-trained fiscal staff to meet the needs of an increasingly complex fiscal environment. It has numerous benefits including:

- Providing high quality, cost-effective fiscal services
- Providing consistent accounting procedures and improved financial reporting
- Enabling economies of both scale and skill
- Allowing client departments to concentrate on main mission services because their fiscal services are being delivered by another department.

### Countywide Anti-Spam Software Acquisition

Installation of the software will have the immediate benefit of increasing productivity due to the elimination of unwanted junk mail. It will reduce infrastructure growth in the network and mail server usage due to the elimination of junk mail which is estimated at 50% in some departments. It will provide an efficient and positive environment after the elimination of messages that are offensive and intrusive to e-mail users.

Selecting a County standard provides a considerable cost savings per users due to the quantities involved. It also allows the departments to take advantage of the lower price per user when they renew their existing contract. The net result is a cost savings for the entire County.

### Coroner Content Management Project

The projected benefits include:

- Improving decedent case management to determine the final cause of death
- Meeting and exceeding the goal of 48 hours for decedent processing
- Improving communication and workflow procedures
- Improving storage and retrieval of images and documents
- Enabling seamless integration of CME System and multi-media components
- Enhancing the Department's ability to share critical information and documents electronically with other justice-related agencies
- Providing the public with easy access to quality information and services
- Increasing public visibility of County services
- Increasing public and private partnerships
- Compliance with the Countywide Strategic Plan Implementation

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- Designing seamless service delivery of systems
- Enhanced ability to recruit, develop and retain dedicated and productive employees
- Compliance with the enterprise-wide alignment between County departments

### **CONCLUSION**

Your Board's approval of the recommended actions will authorize the use of ITF funds in the amount of \$137,947 to Arts Commission, \$350,000 to Department of Auditor-Controller, \$270,000 to Chief Information Office, and \$170,000 to Department of Coroner, for their technology projects.

Respectfully submitted,



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Chief Information Officer

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J. Tyler McCauley, Auditor-Controller  
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ITF Project

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